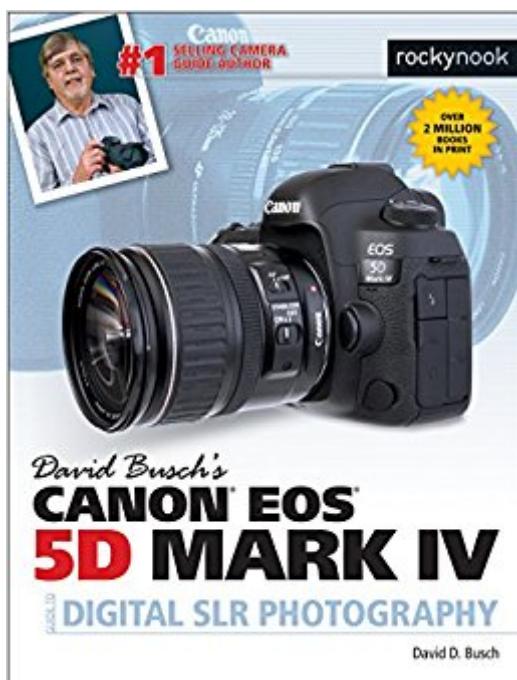


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# David Busch's Canon 5d Mark IV Guide To Digital Slr Photography



## Synopsis

David Busch's *Canon EOS 5D Mark IV Guide to Digital SLR Photography* is your essential reference and guide book for Canon's ground-breaking 30.4 megapixel full frame dSLR. Canon's most versatile professional/enthusiast camera is adept at still photography, combining a high-resolution sensor with 7 fps continuous shooting, blazing fast autofocus, and excellent high-ISO performance. Those shooting video will be equally impressed with its 4K Ultra High Definition movie mode and Dual Pixel AF that allows continuous autofocus even when capturing video. Touch screen access to features, a 150,000-pixel RGB+infrared exposure sensor, and built-in Wi-Fi and GPS add to the 5D Mark IV's appeal. With this book in hand, you will discover all the capabilities of the Canon EOS 5D Mark IV as you explore the world of digital photography, develop your creativity, and capture the best photographs you've ever taken. Filled with detailed how-to steps and full-color illustrations, David Busch's *Canon EOS 5D Mark IV Guide to Digital SLR Photography* describes every feature of this sophisticated camera in depth, from taking your first photos through advanced details of setup, exposure, lens selection, lighting, and more. It relates each feature to specific photographic techniques and situations. Also included is the handy camera "roadmap," an easy-to-use visual guide to the Mark IV's features and controls. Learn when to use every option and, more importantly, when not to use them, by following the author's recommended settings for every menu entry. With best-selling photographer and mentor David Busch as your guide, you'll quickly have full creative mastery of your camera's capabilities, whether you're shooting on the job, taking pictures as an advanced enthusiast exploring photography for the first time, or are just out for fun. Start building your knowledge and confidence, while bringing your vision to light with the Canon 5D Mark IV.

## Book Information

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## Customer Reviews

With more than two million books in print, David D. Busch is the world's #1 best-selling camera guide author, with more than 100 guidebooks for Nikon, Canon, Sony, Olympus, Pentax, and Panasonic cameras, and many popular books devoted to digital photography and imaging techniques. His best-sellers include *Digital SLR Cameras and Photography for Dummies*, which has sold more than 300,000 copies in five editions, and *Mastering Digital SLR Photography*, now in its Fourth Edition. The graduate of Kent State University is a former newspaper reporter/photographer, and operated his own commercial photo studio, shooting sports, weddings, portraits, fashion, architecture, product photography, and travel images. For 22 years he was a principal in CCS/PR, Inc., one of the largest public relations/marketing firms based in San Diego, working on press conferences, press kits, media tours, and sponsored photo trade magazine articles for Eastman Kodak Company and other imaging companies. His 2500 articles and accompanying photos have appeared inside and on the covers of hundreds of magazines, including *Popular Photography*, *Rangefinder*, and *Professional Photographer*. For the last decade, Busch has devoted much of his time to sharing his photographic expertise, both in publications, and in seminar/workshops he hosts at the Cleveland Photographic Society School of Photography. He has been a call-in guest for 21 different radio shows nationally and in major markets, including WTOP-AM (Washington), KYW-AM (Philadelphia), USA Network (Daybreak USA), WPHM-AM (Detroit), KMJE-FM (Sacramento), CJAD-AM (Montreal), WBIX-AM (Boston), ABC Radio Network (Jonathan & Mary Show). He's also been a call-in guest for one Canadian television show, and appeared live on Breakfast Television in Toronto, the Today Show of the Great White North. With a total of more than 200 books to his credit, Busch has had as many as five books appear simultaneously in the .com Top 25 Digital Photography Books, and when Michael Carr of About.com named the top five digital photography books for beginners, the initial #1 and #2 choices were Busch's *Digital Photography All-in-One Desk Reference for Dummies* and *Mastering Digital Photography*. His work has been translated into Arabic, Spanish, Chinese, Japanese, Portuguese, Bulgarian, German, Italian, French, and other languages. Busch's Web portal is [www.dslrguides.com](http://www.dslrguides.com)

Bought the digital version of this and used it on vacation with my new camera. Every issue I had was solved by looking for answers in this book. It's easy to understand and doesn't assume that just because you have a nice camera, you must be a knowledgeable or experienced photographer. Some of us make up for lack of skill by purchasing better equipment.

Even though I have used Canon Rebel crop-sensor cameras for years, I was a little unsettled by the dial functions, menus, and options I found on my 5D4. David's had me comfortable with the new camera in a few weeks. During the totality of the recent eclipse I was completely prepared for taking bracketed shots, 7 at a time at 2-stop intervals, with one remote shutter press. I still know there is much more to learn, but I am sure that clear explanations are in this book for everything I will need.

I bought this book for my husband for Father's Day to go along with the book purchased for his camera. He really likes it and feels it has given him a wealth of information.

good book

Great Guide

Loving this manual and will refer to it repeatedly while using my camera. Busch has an informal, friendly writing style. Makes the manual very user-friendly. Even advises experienced photographers to skip the first several pages which was a useful suggestion. He provides screenshots of the various LCD displays he's discussing with helpful labels. Talks about text entry via the touch screen which I haven't seen discussed in other manuals. Explains in detail how the LCD screen, touchscreen, aspects of work. For example that the screen knows with you using two fingers instead of one! It points out that every menu item can be controlled via touch screen, which is pretty amazing and surprisingly convenient. Early on, the author gives a good explanation of why you should change certain default settings in the camera. He gives very functional and helpful charts on what default settings to use depending on the purpose of your shooting, distinguishing, for example, indoor sports shooting from outdoor sport shooting. Or fourth stage performances, or portrait photography, macro, etc. Have not seen this in other manuals and find it very helpful. I'll be referring to it repeatedly as I use the camera. Actually the most helpful explanation of metering modes that I've seen. I had misunderstood it until I read his section on the various modes, evaluative, partial, center-weighted, and spot metering. The author explains things he doesn't

necessarily need to talk about because they don't explain how to use the camera, yet the tips are quite helpful. For example, he explains how to get maximum sharpness from particular lenses. Surprisingly, the author suggests that sometimes, even if you generally shoot in manual, using program mode it's a good idea-for example, if you are handing your camera to one nervous to snap a pic of yourself or something, program mode may be the way to go so the novice needn't worry about exposure. I've never really thought of that. Has a significant part of one chapter describing exposure bracketing in more useful detail than other manuals generally do. Best of all so far, he pointed out that when spot metering, your camera is not using the autofocus point -- I hadn't realized that! I'm hoping I'll get superior exposure now on my pix:)

Excellent supplement to the Owner's manual that comes with the Canon EOS 5D Mark IV camera. It does contain some information that is not in the owner's manual. The explanations, photos and screen shots help a great deal. If you are new to the Mark 5D series of Canon's camera or have not used a Canon DSLR camera before then this book will help you. You will most likely not carry his book around with you in a camera bag or in your backpack - it is a bit heavy for a camera manual.

I don't know what I would do without this book. Mr Busch's expertise translates into one of the easiest to read, humorous and well thought out books on camera's I've ever read. I had originally bought the Sony a7RII and bought his book for that. His understanding goes way beyond the camera and into color and light theory, explaining what and WHY the camera does what it does. David writes like you're his buddy sitting on his porch sipping lemonade. I am reading this book from cover to cover. There is so much information here that I will cherish the day that don't need this book but until then, I'll just cherish the book.

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